

# Solowork Theater - Advance Team Notes

## Advance Team:

- Russell Wyrick
- Adriene Gallegos
- Antoinette Vigil
- Steve Howe

## **1. Define Solowork profile:**

Definition: A Solo Economic Base worker is someone who performs work full time from a home office, workshop, studio or mobile platform. While they can work for a corporation, they do not work in a centralized workplace. Some are. They must also be a resident of the state and a taxpayer. The qualifier for economic base is that a job brings in 51% or more revenue from out of state. The level of income generated by a Solowork enterprise should exceed 200% of the federal poverty rate.

Synonyms: Independent contractor, remote worker, Freelancer, Home-based consultant, 1099, Lone Eagle, gradually retiring worker, solo-preneur, third-bedroom worker, location neutral worker

Attributes: These economic base Soloworkers are often uncaptured and invisible to job counting efforts with vague accounting/reporting methods. They are private by nature; a person who works from their home with no centralized work location aside from home. They are often sole proprietors with their own LLC or S Corp, and/or 1099 or W2 contract employees of corporations. The types of work performed by Soloworkers include: consultants, writers, artist, digital animators, financial advisors, accounting, design services, medical transcription, IT services, etc.

Definition of an Economic Base Transaction: A program or agent procures a fulltime economic base Soloworker and causes them to be started up, recruited, converted, or retained. The rationale behind this parameter is that the amount of income to qualify as contributory to the economic base needs to exceed the amount that could be made from welfare. The figure of 200% was reached in order to ensure that the risk of a Soloworker falling below the poverty line would be minimized. For example, a family of three would need to make \$40,000 per year before they were financially stable enough to ensure that they wouldn't fall below the poverty line and begin to take money from the state instead of adding. As far as tracking financial information of Soloworkers is concerned, it was brought up that the presence of a credit union could both create infrastructure and incentives around Solowork and serve to capture the financial profile of the theater through credit union members.

## **2. Modalities**

Procuring Mode: The act of procuring, retaining, converting or starting up within a job creation program

Organic Mode: When a business climate ecosystem improvement is made that increases the metabolic rate of job creation.

Theater Advantages:

- Creates new jobs fast
- Fastest growing economic base sector
- Creates jobs for a fraction of the infrastructure costs of other theaters
- Highest paying
- Target rich sector with virtually no organized competition
- Virtually unlimited Footloose
- Lowest cost of entry
- Green
- Scales to any economy
- May be the only viable job creation strategy for many rural communities

Theater Disadvantages:

- Need to manage marketing a sales transaction costs
- No current programs- must be developed
- No obvious procuring agents- must be created or adapted

## **3. Players/Procuring Agents:**

- Credit Unions, Banks
- Temp agencies, workforce solutions
- Incubators, Accelerators, Coworking spaces
- Tourism
- EDOs, Main Street
- Chambers of Commerce
- AARP
- Freelancer's Union
- Real Estate, Sr. Living Centers
- SBDCs
- Professional Associations
- Higher Education, Universities, Community colleges

#### 4. Sector Goals:

Total Jobs: 12,160

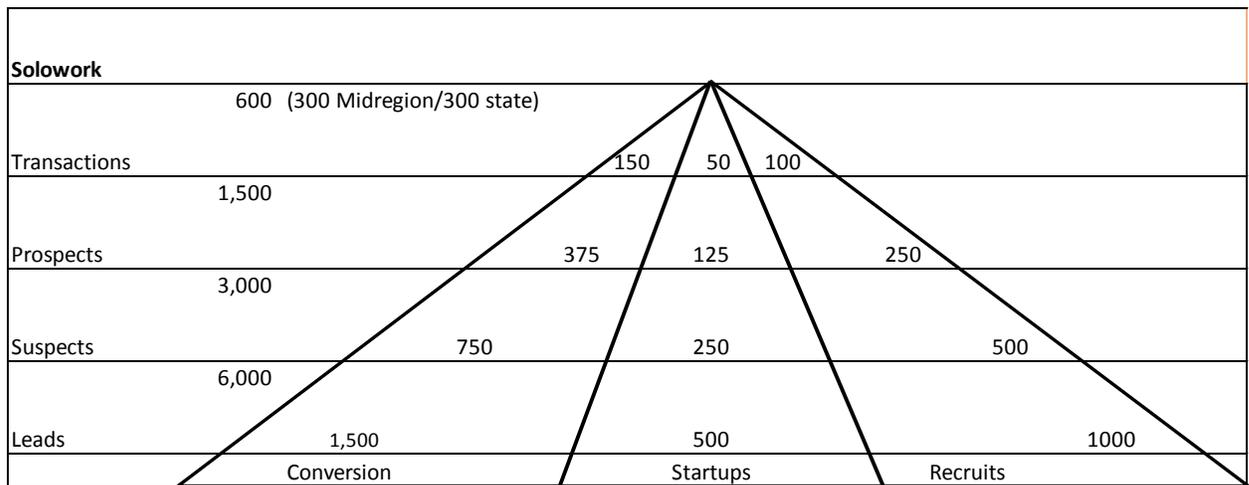
Total Transactions: 7,260

Program Reliant: 6,000 Jobs (600/yr)

#### 5. Marketing and Sales:

Stages of the sales development process:

Using the sales and marketing process format, a transaction is defined above as a person that qualifies as a successfully recruited Soloworker. A prospect is a Solowork candidate that has a business started but does not yet meet all of the transaction criteria. A suspect is a person that engaged the program and has begun developing a Solowork business. A lead is someone that has expressed interest in Solowork and made contact with a procuring program or agent.



Key Metrics: 6000 leads, 3,000 suspects, 1,500 prospects, 600 deals per year. 10-year goal is to reach 6,000 net positive jobs, impact sealed over time. Of the 600, 300 must come from the Mid-Region and 300 from the balance of state. Of the 300, 150 would be conversions, 50 would be startups and 100 would be recruited.

#### Lead Sources:

- Conversion: SBDC client base, Coworking spaces, Chambers of commerce, Trade associations.
- Startups: The main source of startups would be higher education institutions with students succeeding with online courses, workforce solutions, labor department, and temp agencies. These organizations could screen and counsel people who are in the labor market towards Solo career opportunities and then pass the leads to the procuring program.

- Out of State Recruiting: Realtors could focus marketing efforts in part on economic base Soloworkers from out of state. ED

The following table categorizes the types of sources from which the program would source Solowork jobs and which players are associated with each source.

Sources	<u>Conversions</u>	<u>Startups</u>	<u>Recruit</u>
	From workforce to independent	Unemployed Underemployed Transition	Move from outside the state
Players/Procuring Agents	<ul style="list-style-type: none"> <li>- SBCC</li> <li>- Chambers</li> <li>- Coworking space</li> <li>- Professional Associations</li> </ul>	<ul style="list-style-type: none"> <li>- SBDC</li> <li>- Workforce Solutions</li> <li>- Sr. Living centers</li> <li>- Higher Learning</li> </ul>	<ul style="list-style-type: none"> <li>- Real Estate Community Chamber</li> <li>- EDOs</li> <li>- Tourism Incubators</li> </ul>

Gaps: There is currently no formal program for recruitment and retention of Soloworkers in New Mexico or any other state. A pilot program needs to be designed and developed that either stands alone or is sheltered by an incubator, an SBDC or Chamber, etc. (see players) There must be a marketing plan and a sales process for each of the program modules (conversions, startups, recruits). Sandoval County's economic development program has a pilot program and a business plan for a Solowork strategy completed but is waiting for state matching support. Expressions of interest in the program have come from multiple other communities. In 2011 and 2012, the Community Economics Lab piloted three Solowork programs in the Albuquerque Metro area under EDA grant. New Mexico is in an advanced state of preparation in developing Solowork as an economic development strategy. Critical to the pilot will be the development of an online, digitized, web-based platform that can automate a majority of the marketing and sales functions. Emerging technologies now make this possible. Any pilot program will need to be funded for five years minimum to have a chance of proving the concept and getting to scale.

Prescriptive solutions: A Bill to fund such a pilot program.

## **6. Real Estate, Infrastructure and Capital:**

Gaps: There will need to be physical platforms for conversion, startup, and recruiting such as Coworking spaces and housing. Within the digital environment system, website development and bandwidth are major factors in drawing Solowork that will need development particularly in rural areas.

Prescriptive Solutions: Explore the possibility of LEDA fund availability to support infrastructure.

## **7. Workforce, Housing & Community Quality:**

Gaps: The community quality is the primary need in recruiting Soloworkers to the state. With startups, unemployed or transitional workers are often underprepared to go into Solowork in terms of education and experience.

Prescriptive Solutions: Establish programs for professional skill development targeting Soloworkers.

## **8. Leadership, Organization & Business Climate:**

Gaps: There are currently no champions and no organization to promote Solowork job creation in the state. Also, the business climate lacks the tax favorability, healthcare, and other incentives included in conventional employment.

Prescriptive Solutions: Set up state match funding for 3-5 Solowork programs in the state.